



Junei

Fundamental
writing principles

Five fundamental writing principles

1. Tap into that first-person intimacy

Whether you're sharing your own personal story or taking on the voice of your interviewee, help the reader get close to the main character by writing in the first person.

Example:

"I wasn't always this good with money ..."

"Let me tell you about the time I ..."

2. Make it personal in the first paragraph

Give the reader a reason to invest emotionally, whether your hero is someone they want to root for or love to hate. Did they mess up big time? Are they in a massive bind? While your opener doesn't always have to be dramatic (life's mundane moments can be engaging and relatable too), sharing an intimate detail about the hero of your story helps to humanise them and secure the reader's attention early on.

Example:

"People try to shame me for the amount of money I spend on my hair each month."

"When I was 17, I thought I would end up working night shifts at the local McDonald's."

3. Add a generous amount of detail

Everyone has a story to tell, but not everyone knows how to tell it. People tend to speak in platitudes and generalisations, which engaged no one, ever. Instead, specificity is our friend. What questions can you ask your interviewee to help tease out the details that will bring their story to life?

Example:

Instead of asking: "What did you do with the money you inherited?"

Ask: *"What did you spend the first £1,000 on?"*

Instead of asking: "What are the challenges of starting your own side hustle?"

Ask: *"Tell me about a moment you thought of throwing in the towel."*

Five fundamental writing principles

4. Numbers, numbers, numbers

Junei is nothing without numbers. Our entire ethos hinges on people's willingness to be candid about their financial ups and downs. For us this means full transparency: real people, real stories, real figures£.

Example:

"I used the £10,000 inheritance from my nan to pay off £6,000 of debt, which left me with £4,000".

5. Satisfy the reader's curiosity

Humans are comparison machines. We want to know if we're doing it right and, often to our detriment, look to other people to itch this insecurity. We also want to know how the other "side" is getting on (the uber-rich, the aristocrats, etc.). Put yourself in the reader's shoes and address the questions that are likely to arise as they read your piece.

Example:

"My plan B, if the music thing doesn't work out, is to..."